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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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DETAILED ACTION

1. This Office Action is responsive to communication filed on May 12, 2009.
2. Claims 1-52 are pending.
- 3.

Claim Rejections - 35 USC § 112

4. The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

5. Claim 1 is rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the enablement requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention. The examiner fails to find support for the limitations of "accessing by a redirecting device **only** user upstream traffic" and "occurring directly from the redirection device to the user **without involvement** from the destination site".

Any negative limitation or exclusionary proviso must have basis in the original disclosure. If alternative elements are positively recited in the specification, they may be explicitly excluded in the claims. See *In re Johnson*, 558 F.2d 1008, 1019, 194 USPQ 187, 196 (CCPA 1977) ("[the] specification, having described the whole, necessarily described the part remaining."). See also *Ex parte Grasselli*, 231 USPQ 393 (Bd. App. 1983), *aff'd mem.*, 738 F.2d 453 (Fed. Cir. 1984). The mere absence of a

Art Unit: 2457

positive recitation is not basis for an exclusion. Any claim containing a negative limitation which does not have basis in the original disclosure should be rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. Note that a lack of literal basis in the specification for a negative limitation may not be sufficient to establish a prima facie case for lack of descriptive support. Ex parte Parks, 30 USPQ2d 1234,1236 (Bd. Pat. App. & Inter. 1993). See MPEP § 2163 - § 2163.07(b) for a discussion of the written description requirement of 35 U.S.C. 112, first paragraph.**2173.05(j)**.

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1-44, 46-52 are rejected under 35 U.S.C. 102(e) as being anticipated by Bakshi et al. US Patent No. 6,772,200. Bakshi teaches the invention as claimed including sending messages to users (see abstract).

As per claim 1, Bakshi teaches a method for communicating real-time to users of an Internet service provider, comprising the steps of:

accessing by a redirecting device [Figure 1, network device, column 2, lines 39-67; Figure 4, local proxy, column 6, lines 63-67; column 7, lines 1-10) only user upstream traffic from a destination site requested by at least one of the users (advertising module 9 monitors communications link to detect the existence of an open connection; column 3, lines 1-6; local proxy intercepts all request issued by browser; column 7, lines 10-12);

identifying the user by using data available from the user and provider infrastructure to provide a fixed identifier based on the accessed user upstream traffic (user profile; column 3, lines 1-23; the banner request signal contains information needed to tell an information server what type of banner is requested by the terminal; column 15, lines 16-41);

providing, by the redirecting device, the fixed identifier to a consolidating and management device [Figure 1, advertising service provider 5; Figure 4, Network proxy 4];

if a message for the user is desired, examining, by the redirecting device, the accessed user upstream traffic to determine a redirection will be sent, wherein the examining occurs without modifying user upstream traffic (network proxy services a large number of client devices; column 7, lines 15-20; the computer site, information server, or other device receive the initial request banner signal from the terminal 36, column 10, lines 58-67; column 11, lines 1-8; column 15, lines 41-67; column 16, lines 1-10); and

Art Unit: 2457

selectively redirecting the message to the user for display on the message vehicle occurring directly from the redirection device to the user without involvement from the destination site [display on the GUI 11; using the redirect signal to specify a banner; column 17, lines 34-67; column 18, lines 1-30], and

As per claim 2, Bakshi teaches the method of claim 1, wherein the message vehicle is a pop-up window on the user PC's browser (column 7, lines 48-59).

As per claim 3, Bakshi teaches the method of claim 1, further including the step of transmitting to the user a vehicle for displaying and communicating a message from the consolidating and management device to the user (sending the user a DAM; column 2, lines 52-65).

As per claim 4, Bakshi teaches the method of claim 1, wherein the insertion step includes web cache control protocol (column 5, lines 1-10).

As per claim 5, Bakshi teaches the method of claim 1, wherein the insertion step includes switching mechanisms in an existing ISP router or switch (column 2, lines 40-52).

As per claim 6, Bakshi teaches the method of claim 1, wherein the message vehicle is a prompt provided on the user PC (column 7, lines 48-59).

As per claim 7, Bakshi teaches the method of claim 1, wherein the fixed identifier is a unique identifier of the user, such as a modem address (column 3, lines 1-33)

As per claim 8, Bakshi teaches the method of claim 1, wherein the message is transmitted in response to an event determined by the redirecting device (column 3, lines 1-33).

As per claim 9, Bakshi teaches the method of claim 1, wherein the user is identified to belong to a defined group of users and wherein the message is selectively sent to a pre-selected user group (column 2, lines 40-52).

As per claim 10, Bakshi teaches the method of claim 1, wherein the redirecting device is adapted for working through Web browsers irrespective of the World Wide Web destination sought by the user identifier (column 4, lines 1-21).

As per claim 11, Bakshi teaches the method of claim 10, wherein the redirecting device returns the user to the original World Wide Web destination after the message has been transmitted (column 3, lines 1-33).

Art Unit: 2457

As per claim 12, Bakshi teaches the method of claim 1, wherein the redirecting device is adapted for working with multiple types of content (column 4, lines 1-21)

As per claim 13, Bakshi teaches the method of claim 1, wherein the redirecting device comprises a hardware device that can be simply connected at various points, in plurality, in a provider infrastructure (column 2, lines 40-52).

As per claim 14, Bakshi teaches the method of claims 13, further including a plurality of redirecting devices (column 2, lines 40-52).

As per claim 15, Bakshi teaches the method of claim 13, further including the step of providing optional fail-safe operation of each device such that failure does not disrupt other normal browsing and Internet activity of the user but results only in an interruption of bulletin delivery (column 3, lines 35-67).

As per claim 16, Bakshi teaches the method of claim 1, wherein the redirecting device comprises a software system installed on a computer system that is connected at various points, singly or in plurality, in a provider infrastructure (column 2, lines 40-52).

As per claim 17, Bakshi teaches the method of claims 16, further including a plurality of redirecting devices (column 2, lines 40-52).

As per claim 18, Bakshi teaches the method of claim 16, further including the step of providing optional fail-safe operation of each device such that failure does not disrupt other normal browsing and Internet activity of the user but results only in an interruption of bulletin delivery (column 3, lines 35-67).

As per claim 19, Bakshi teaches the method of claim 1, further including the step of defining a specific policy for controlling the selective transmission of messages to the user (column 3, lines 1-33).

As per claim 20, Bakshi teaches the method of claim 19, further including the step of defining a policy Web or other page information (column 3, lines 1-33).

As per claim 21, Bakshi teaches the method of claim 19, further including the step of defining a policy that includes timing and frequency of delivery (column 3, lines 1-33).

As per claim 22, Bakshi teaches the method of claim 19, further including the step of defining a policy for activating the redirecting device to deliver a message in

Art Unit: 2457

response to other user activity (column 3, lines 35-67).

As per claim 23, Bakshi teaches the method of claim 22, wherein the activity comprises a defined destination (column 3, lines 35-67).

As per claim 24, Bakshi teaches the method of claim 22, wherein the activity comprises the amount of activity by the user (column 3, lines 35-67).

As per claim 25, Bakshi teaches the method of claim 22, wherein the activity comprises a request carrying the signature of virus contamination (column 4, lines 48-52).

As per claim 26, Bakshi teaches the method of claim 1, further including the step of generating a plurality of independently designated policies to be delivered correctly to the user even if some policy events invoke in simultaneity (column 3, lines 35-67).

As per claim 27, Bakshi teaches the method of claim 26, wherein the redirecting device includes the ability to acquire the knowledge of the policies and the identifier when a Web or other request is detected with only an identifying IP address (column 3, lines 1-33).

As per claim 28, Bakshi teaches the method of claim 27, wherein the redirecting device is adapted for minimizing the overhead of acquiring user parameters through caching of that information for a determined portion of the time during which the protocol announces it as valid (column 3, lines 1-33).

As per claim 29, Bakshi teaches the method of claim 1, wherein the redirecting device is adapted for use in connection with a consolidating system management device for permitting a group of system devices to be viewed by the provider as a single system (column 1, lines 40-52).

As per claim 30, Bakshi teaches the method of claim 1, wherein the identifier step uses the enforced delivery of a Web page to be used in the distribution and subscription of new users without prior knowledge of the serial numbers associated with the new user's interface equipment and without requiring the user to utilize special software (column 6, lines 5-19).

As per claim 31, Bakshi teaches the method of claim 30, further comprising the step of using the enforced delivery of a Web page to reduce the volume of telephone support requests by the enforced pre-announcement of known, future system outages due to scheduled maintenance (column 3, lines 1-33).

Art Unit: 2457

As per claim 32, Bakshi teaches the method of claim 30, further comprising the step of using the identifier for detection of "signature" forms of Internet packets that indicate the presence of undesirable content (column 4, lines 48-52; column 7, lines 50-67; column 8, lines 1-16).

As per claim 33, Bakshi teaches the method of claim 32, wherein the undesirable content is a virus (column 4, lines 48-52; column 7, lines 50-67; column 8, lines 1-16).

As per claim 34, Bakshi teaches the method of claim 32, further including the step of transmitting a message identifying the undesirable content to the provider (column 4, lines 48-52; column 7, lines 50-67; column 8, lines 1-16).

As per claim 35, Bakshi teaches the method of claim 32, further including the step of transmitting a message identifying the undesirable content to the user (column 4, lines 48-52; column 7, lines 50-67; column 8, lines 1-16).

As per claim 36, Bakshi teaches the method of claim 34, further including the step of logging the undesirable content identifying message (column 4, lines 48-52; column 7, lines 50-67; column 8, lines 1-16).

Art Unit: 2457

As per claim 37, Bakshi teaches the method of claim 31, wherein the transmitting step includes enforcing the delivery of other user-beneficial information that is currently displayed on the manually accessed provider information Web site (column 3, lines 1-33; column 7, lines 1-50).

As per claim 38, Bakshi teaches the method of claim 19, further including the step of logging successful implementation of policies to each user (column 3, lines 1-33; column 7, lines 1-50).

As per claim 39, Bakshi teaches the method of claim 19, further including the step of logging interactive responses that have been requested within the policy (column 3, lines 1-33; column 7, lines 1-50).

As per claim 40, Bakshi teaches the method of claim 19, further including the steps of detecting and logging the number of simultaneously requested Web connections (column 3, lines 1-33; column 7, lines 1-50).

As per claim 41, Bakshi teaches the method of claim 40, further including the step of flagging users that are utilizing more than one simultaneous device per subscription (column 3, lines 1-33; column 7, lines 1-50).

As per claim 42, Bakshi teaches the method of claim 19, further including the step of transmitting explanations to be issued, in an enforced manner, to subscribers, after a service interruption, in such a manner as to alleviate customer dissatisfaction by illuminating and explaining the problem and the efforts that are to be taken in the future to eliminate such problems (column 7, lines 1-20).

As per claim 43, Bakshi teaches the method of claim 1, wherein the inserting step includes inserting a redirecting device in the path of web traffic from the user through an ISP (column 7, lines 1-20).

As per claim 44, Bakshi teaches the method of claim 1, wherein the inserting step includes inserting a redirecting device in the path of web traffic from the user through an aggregation router (column 2, lines 40-52; column 7, lines 1-20).

As per claim 46, Bakshi teaches the method of claim 1, wherein the inserting step includes inserting a redirecting device in the path of web traffic between a Network Address Translator (NAT) and an ISP (column 8, lines 24-32).

As per claim 47, Bakshi teaches the method of claim 46, wherein the NAT is connected to a Wi-Fi network (column 8, lines 24-32).

As per claim 48, Bakshi teaches the method of claim 47, wherein the Wi-Fi is adapted for accommodating a plurality of users (column 8, lines 24-32).

As per claim 49, Bakshi teaches the method of claim 48, wherein the redirecting device is further configured to identify each of the plurality of users on the Wi-Fi network (column 8, lines 24-32).

As per claim 50, Bakshi teaches the method of claim 49, wherein the redirecting device identifies each of the plurality of users by performing the following steps: a. temporarily redirecting the each active user to a visible or non-visible, null-Web page that sets a cookie with the required information to identify the action and user in the future; b. capturing the identity and previous activity flagged by the set cookie (column 7, lines 21-47).

As per claim 51, Bakshi teaches the method of claim 50, further including the step of sending a selected message to a selected one of the identified users (column 7, lines 21-47).

As per claim 52, Bakshi teaches the method of claim 46, wherein the redirecting device identifies each of the plurality of users by performing the following steps: a. temporarily redirecting the each active user to a visible or non-visible, null-Web page that sets a cookie with the required information to identify the action and user in the

Art Unit: 2457

future; b. capturing the identity and previous activity flagged by the set cookie (column 7, lines 21-47).

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claim 45 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bakshi et al. US Patent No. 6,772,200 in view of Eldering US Patent No. 6,615,039. Eldering teaches the invention as claimed including communicating between a server and clients (see abstract).

As per claim 45, Bakshi teaches the method of claim 1. Bakshi does not teach wherein the inserting step includes inserting a redirecting device in the path of web traffic from the user through a CMTS. Eldering teaches wherein the inserting step includes inserting a redirecting device in the path of web traffic from the user through a CMTS. See column 19, line 35-56; column 19, line 7-26.

It would have been obvious to a person of ordinary skill in the art at the time of the invention to combine the inserting step of Bakshi with CMTS of Eldering. A person

Art Unit: 2457

of ordinary skill in the art would have been motivated to do this to relay ad streams to clients.

Response to Arguments

6. Applicant's arguments filed May 12, 2009 have been fully considered but they are not persuasive.

The applicant argues in regard to 112 rejections that the specification provides support for the subject matter claimed in claim 1. However, the applicant fails to direct the examiner to a page, column or line. Therefore, the 112 rejection stands.

7. The applicant argues that Bakshi's proxy handles two-way traffic. The examiner agrees. Although Bakshi's proxy handles two-way traffic, it still handles upstream traffic; therefore, it meets the claimed limitations. Moreover, the examiner fails to find any support in the specification that prevents the proxy from handling two-way traffic.

Disclosed examples and preferred embodiments do not constitute a teaching away from a broader disclosure or nonpreferred embodiments. In re Susi, 440 F.2d 442, 169 USPQ 423 (CCPA 1971). "A known or obvious composition does not become patentable simply because it has been described as somewhat inferior to some other product for the same use." In re Gurley, 27 F.3d 551, 554, 31 USPQ2d 1130, 1132 (Fed. Cir. 1994) (The invention was directed to an epoxy impregnated fiber-reinforced printed circuit material. The applied prior art reference taught a printed circuit material similar to that of the claims but impregnated with polyester-imide resin instead of epoxy. The reference, however, disclosed that epoxy was known for this use, but that epoxy impregnated circuit boards have "relatively acceptable dimensional stability" and "some degree of flexibility," but are inferior to circuit boards impregnated with polyester-imide resins. The court upheld the rejection concluding that applicant's argument that the reference teaches away from using epoxy was insufficient to overcome the rejection since "Gurley asserted no discovery beyond what was known in the art." 27 F.3d at 554, 31 USPQ2d at 1132.).

Furthermore, "[t]he prior art's mere disclosure of more than one alternative does not constitute a teaching away from any of these alternatives because such disclosure does not criticize, discredit, or otherwise discourage the solution claimed...." In re Fulton, 391

Art Unit: 2457

F.3d 1195, 1201, 73 USPQ2d 1141, 1146 (Fed. Cir. 2004). See MPEP 2123 [R-5].

Moreover, the applicant argues that Bakshi's proxy is capable of changing content prior to returning it. Again, it is capable of changing it, but it is not necessary to change it in order for the invention to work. The applicant is again directed to the above section of the MPEP.

Conclusion

8. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SAHERA HALIM whose telephone number is (571)272-4003. The examiner can normally be reached on M-F from 8:30-5:00.

Art Unit: 2457

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ario Etienne can be reached on (571) 272-4001. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Sahera Halim
Patent Examiner

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